Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	566	705/10.ccls.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 13:00
S2	3	705/10.ccls. and (RFID or(Radio near3 frequency near3 idenif$))	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 11:14
S3	149	705/10.ccls. and tracking	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 11:15
S4	8	705/10.ccls. and electronic near5 tracking	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 11:18
S5	2337	electronic near5 tracking	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 11:18
S6	26	electronic near5 tracking near5 people	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 11:18
S7	25	"5995015"	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 13:14
S8	2	("5995015").PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/26 13:14
S9	44	("4002886" | "4048620" | "4139149" | "4237537" | "4275385" | "4438432" | "4500880" | "4521677" | "4588881" | "4766295" | "4771448" | "4821291" | "4855908" | "4882724" | "4888709" | "4973952" | "5019811" | "5198644" | "5287266" | "5313569" | "5572653").PN. OR ("5995015"). URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2005/05/26 13:14
S10	406	customer near5 demographic$	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 18:00

S11	20	customer near5 demographic$ and electronic near5 tags	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/26 18:01

EBSCO Research Databases

Sign In to My EBSCOhost

Basic Search

Advanced Search

Choose Databases

Keyword

New Search | View Folder | Preferences | Help

US PATENT AND TRADEMARK OFFICE

Academic Search Premier; Business Source Corporate; Computer Science Index; Computer
Database: Source; Internet and Personal Computing Abstracts; Information Science & Technology Abstracts

Database Help

Find:	targeted advertising	in	Default Fields ▼	Search	Clear
and ▼		in	Default Fields ▼		
and ▼	public places	in	Default Fields ▼		

Search Tips

📁 Folder is empty.

✓ *Limiters set*

Refine Search | Search History / Alerts

Print Search History | Retrieve Searches | Retrieve Alerts | | Save Searches / Alerts | Clear Search History

Add using: and ▼ Add

Show More ▼

Add to Search	Search ID #	Search Terms	Limiters and Expanders	Last Run Via	Results	Revise Search	Delete
☐	S7	targeted advertising And public places	**Limiters** - Published Date: -200105; Full Text; References Available; Full Text; References Available; Linked Full Text; References Available; Full Text; Linked Full Text **Expanders** - Also search within the full text of the articles;Also search for related words	**Interface** - EBSCOhost **Database** - Academic Search Premier,Business Source Corporate,Computer Science Index,Computer Source,Internet and Personal Computing Abstracts,Information Science & Technology Abstracts	1	Revise	☒
☐	S6	targeted And advertising And public places	**Limiters** - Published Date: -200105; Full Text; References Available; Full Text; References Available; Linked Full Text; References Available; Full Text; Linked Full Text **Expanders** - Also search within the full text of the articles;Also search for related words	**Interface** - EBSCOhost **Database** - Academic Search Premier,Business Source Corporate,Computer Science Index,Computer Source,Internet and Personal Computing Abstracts,Information Science & Technology Abstracts	37	Revise	☒
☐	S5	targeted And advertising	**Limiters** - Published Date: -200105; Full Text; References Available; Full Text; References	**Interface** - EBSCOhost **Database** - Academic Search	3298	Revise	☒

			Available; Linked Full Text; References Available; Full Text; Linked Full Text ---- **Expanders** - Also search within the full text of the articles;Also search for related words	Premier,Business Source Corporate,Computer Science Index,Computer Source,Internet and Personal Computing Abstracts,Information Science & Technology Abstracts			
☐	S4	(RFID and tracking) And (product and people) And marketing	**Limiters** - Published Date: -200105; Full Text; References Available; Full Text; References Available; Linked Full Text; References Available; Full Text; Linked Full Text ---- **Expanders** - Also search within the full text of the articles;Also search for related words	**Interface** - EBSCOhost **Database** - Academic Search Premier,Business Source Corporate,Computer Science Index,Computer Source,Internet and Personal Computing Abstracts,Information Science & Technology Abstracts	13	Revise	▨
☐	S3	(RFID and tracking) And product And people	**Limiters** - Published Date: -200105; Full Text; References Available; Full Text; References Available; Linked Full Text; References Available; Full Text; Linked Full Text ---- **Expanders** - Also search within the full text of the articles;Also search for related words	**Interface** - EBSCOhost **Database** - Academic Search Premier,Business Source Corporate,Computer Science Index,Computer Source,Internet and Personal Computing Abstracts,Information Science & Technology Abstracts	32	Revise	▨

Recent Searches

Add terms to your search using: |AND   ▼|

8. (tracking consumer shopping routes) AND PDN(<5/3/2001)
   Database : Multiple databases...
   Look for terms in : Citation and abstract
   Publication type : All publication types

   1 result [Add to Search] [Set up Alert]

7. (tracking consumer shopping habits) AND PDN(<5/3/2001)
   Database : Multiple databases...
   Look for terms in : Citation and abstract
   Publication type : All publication types

   17 results [Add to Search] [Set up Alert]

6. (embedded RFID products) AND PDN(<5/3/2001)
   Database : Multiple databases...
   Look for terms in : Citation and abstract
   Publication type : All publication types

   13 results [Add to Search] [Set up Alert]

5. (embedded RFID products) AND PDN(<5/3/2001)
   Database : Multiple databases...
   Look for terms in : Citation and abstract
   Publication type : All publication types

   13 results [Add to Search] [Set up Alert]

4. (personalized advertising) AND PDN(<5/3/2001)
   Database : Multiple databases...
   Look for terms in : Citation and abstract
   Publication type : All publication types

   30 results [Add to Search] [Set up Alert]

3. (targeted advertising in public places) AND PDN(<5/3/2001)
   Database : Multiple databases...
   Look for terms in : Citation and abstract
   Publication type : All publication types

   46 results [Add to Search] [Set up Alert]

2. (targeted advertising and RFID) AND PDN(<5/3/2001)
   Database : Multiple databases...
   Look for terms in : Citation and abstract
   Publication type : All publication types

   0 result [Add to Search] [Set up Alert]

1. (targeted advertising) AND PDN(<5/3/2001)
   Database : Multiple databases...
   Look for terms in : Citation and abstract
   Publication type : All publication types

   596 results [Add to Search] [Set up Alert]

Preview the new JSTOR Citation Search

EXIT JSTOR

| rfid | Search | Modify Your Search |

Basic Search | Advanced Search | Expert Search | Search Help

Show 25 **results per page.** Display

Sort by Relevance Sort

Results 1-5 of 5 for « rfid » (0.01 seconds)

Save All Citations on This Page | View Saved Citations
You have saved **0** citations

100% All-Inorganic Field Effect Transistors Fabricated by Printing
Brent A. Ridley; Babak Nivi; Joseph M. Jacobson
Science > New Series, Vol. 286, No. 5440 (Oct., 1999), pp. 746-749
Stable URL:
http://links.jstor.org/sici?sici=0036-8075%2819991022%293%3A286%3A5440%3C746%3AAFETFB%3E2

NOTE: This article contains high-quality images.
Citation/Abstract | Page of First Match | Print | Download | Save Citation

75% **An Algorithm to Calculate the Return Distribution of Portfolios with Option Positions**
Richard Bookstaber; Roger Clarke
Management Science > Vol. 29, No. 4 (Apr., 1983), pp. 419-429
Stable URL:
http://links.jstor.org/sici?sici=0025-1909%28198304%2929%3A4%3C419%3AAATCTR%3E2.0.CO%3B2-
Citation/Abstract | Page of First Match | Print | Download | Save Citation

50% **Decentralized Adaptive Flow Control of High-Speed Connectionless Data Networks**
Felisa J. Vazquez-Abad; Lorne G. Mason
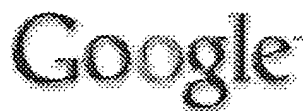*Operations Research* > Vol. 47, No. 6 (Nov., 1999), pp. 928-942
Stable URL:
http://links.jstor.org/sici?sici=0030-364X%28199911%2F12%2947%3A6%3C928%3ADAFCOH%3E2.0.CC
Citation/Abstract | Page of First Match | Print | Download | Save Citation

19% **Back Matter**
The Economic Journal > Vol. 72, No. 288 (Dec., 1962)
Stable URL: http://links.jstor.org/sici?sici=0013-0133%28196212%2972%3A288%3C%3ABM%3E2.0.CO%
Citation | Page of First Match | Print | Download | Save Citation

8% **Back Matter**
Science > New Series, Vol. 273, No. 5275 (Aug., 1996)
Stable URL:
http://links.jstor.org/sici?sici=0036-8075%2819960802%293%3A273%3A5275%3C%3ABM%3E2.0.CO%3
Citation | Page of First Match | Print | Download | Save Citation

◀ PREVIOUS   **Page 1 of 1.** Go to page: [   ] Go NEXT ▶

```
Set       Items     Description
S1        4299      IBM AND RFID
S2        1067      S1 AND TRACKING
S3        816       S2 AND PRODUCT
S4        312       S3 AND PEOPLE
S5        0         S4 AND CONSUMER()DEMOGRAPHICS
S6        14        S4 AND DEMOGRAPHICS
S7        6         RD (unique items)
S8        22096     HIND
S9        3232      S8 AND JOHN
S10       63        S9 AND IBM
S11       39        RD (unique items)
S12       0         S11 AND RFID
S13       5         S11 AND TRACKING
S14       8         JAMES()MATHEWSON
S15       8         RD (unique items)
S16       34        MARCIA()PETERS
S17       0         S16 AND RFID
S18       33        S16 AND IBM
S19       26        RD (unique items)
S20       0         S19 AND TRACK?
S21       3         S19 AND IDENTIF?
?
```

Google

people tracking rfid "targeted marketing"   [Search]   Advanced Search
Preferences

Web   Results **1 - 10** of about **718** for <u>people tracking rfid "targeted marketing"</u>. (0.20 seconds)

Face-off: Debating RFID
... Spending on **RFID** for **tracking** retail products will grow from $91 million last ... I'm not
one of those **people** who worry that **RFID** will help Big Brother ...
searchsap.techtarget.com/originalContent/ 0,289142,sid21_gci955352,00.html - 38k -
Cached - Similar pages

RFID latest . . . people getting computer viruses from chip?
... a way to tie cashless payments into **targeted marketing** promotions. ... As **RFID**
"implant" use increases there is speculation that **people** will start ...
www.ozzu.com/ftopic36430-15.html - 62k - Cached - Similar pages

RetailWire - What's More Important Than RFID? - Produce Marketing ...
... much of the benefits of **RFID** for the perishable departments such as lot **tracking**, ...
people to take action on the information that **RFID** does provide. ...
www.retailwire.com/Discussions/ Sngl_Discussion.cfm/10039 - 57k -
Cached - Similar pages

[PDF] RADIO FREQUENCY IDENTIFICATION (RFID)
File Format: PDF/Adobe Acrobat - View as HTML
... better **targeted marketing** campaigns. Tesco undertook a. **RFID** trial at one store in
2003, ... **RFID** technology, eg the **tracking** of pharmaceuticals, it ...
www.liberty-human-rights.org.uk/ privacy/rfid-parli-briefing.pdf - Similar pages

RFID chips on kids makes Legoland safer - silicon.com
... vice president for on-demand sales at IBM, who works closely with **RFID**, ... and
insightfully **targeted marketing** campaign for the perennially popular ...
www.silicon.com/research/specialreports/ protectingid/0,3800002220,39121670,00.htm -
51k - May 25, 2005 - Cached - Similar pages

Privacy Watch - Shopping, Online And Off
... AIM releases statement on **RFID** privacy issues ... on technology aimed at **tracking**
information about the **people** for whom its customers buy gifts." ...
www.cotse.net/privacy/shopping.htm - 51k - May 25, 2005 - Cached - Similar pages

Slashdot | Senator Leahy Calls for RFID Technology Hearings
... Only allow **people** to scan for **RFID** that match a white list of your own property or ...
What if you want to buy **RFID tracking** clothing for your children ...
yro.slashdot.org/yro/04/03/26/ 1322234.shtml?tid=126&tid=158&tid=99 - 101k - May 24,
2005 - Cached - Similar pages

RFID Gazette: July 2004
... VeriChip, the maker of the subdermal human **tracking RFID** chip, ... **RFID** could allow
corporations and governments to track **people's** movements and ...
www.rfidgazette.org/2004/07/ - 96k - Cached - Similar pages

JOLT: Articles
... **RFID** tags in the printed labels to allow baggage **tracking** using **RFID** ... is the possibility
that **RFID** technology could be used for **targeted marketing**: ...
www.lawtechjournal.com/ articles/2004/05_041220_brito.php - 101k - May 24, 2005 -
Cached - Similar pages

UK Indymedia | Gillette Pulls RFID Trial - Campaign Continues
... In fact, this is exactly WHY **people** are concerned about **RFID**, because we have ... in the
sense of a powerful surveillance and **targeted-marketing** tool? ...